

1926 WAHL-EVERSHARP CATALOG
PRESENTED THROUGH THE GENEROSITY
OF MR. FRED KRINKE

THE MERCHANTS YOU NEEDED FOR YOUR CHRISTMAS BUSINESS

is shown in the enclosed

1926 EVERSHARP and WAHL PEN CATALOG

BUSINESS goes to the merchant who has the assortment to tempt the careful buyer. Never is this truer than at Christmas time. The Christmas shopping season is here. Be sure you get all the business you're entitled to.

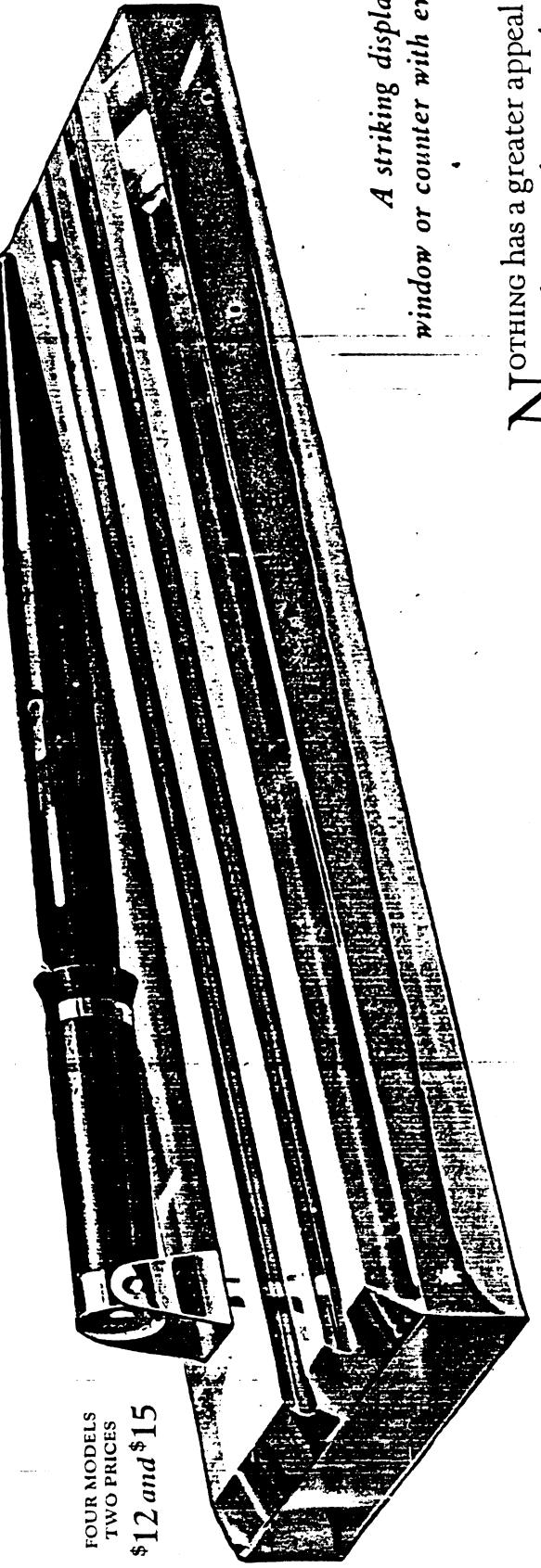
Use the catalog AND THE ORDER BLANK ENCLOSED to round out your stocks before the last rush of buying starts.



THE WAHL COMPANY, 1800 Roscoe Street, CHICAGO
429 Broadway, New York City
55 New Montgomery Street, San Francisco

Here is Something Entirely New That is a Sure-Fire Hit for Christmas

The Wahl Fountain Pen Desk Set



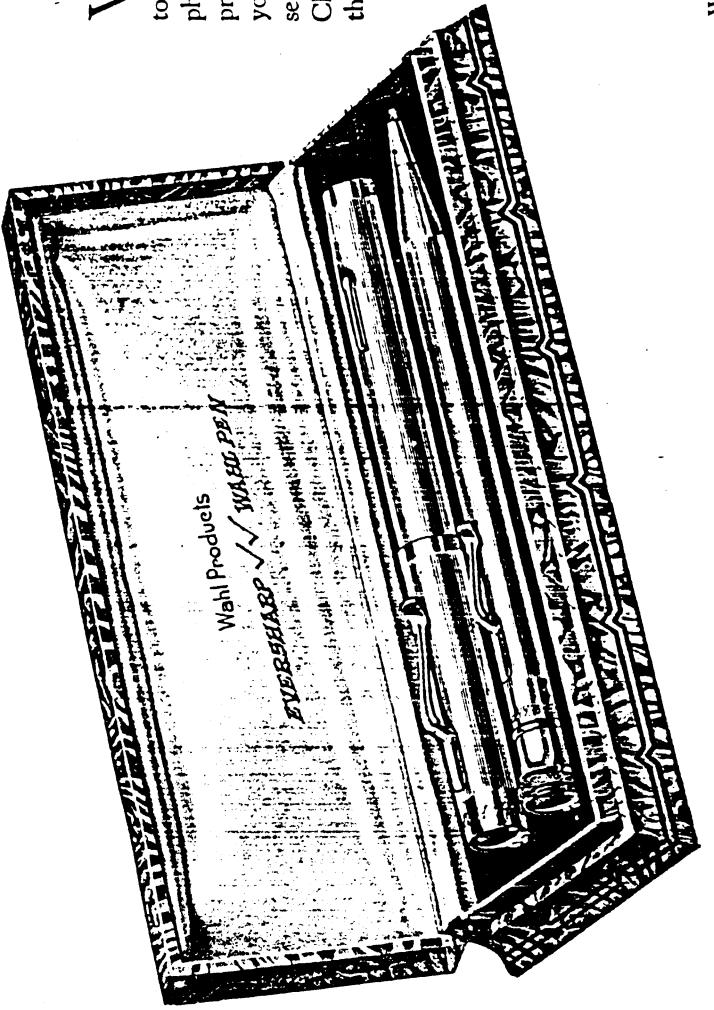
A striking display card for window or counter with every order!

Nothing has a greater appeal to Christmas buyers than novelty. Here is a gift which is not only new, but richly beautiful and intensely practical—a most attractive and modern writing set for every home or office desk. It puts an end to desk clutter and supplies the last word in neatness and utility.

Desk Set No. 1	Desk Set No. 2	Desk Set No. 5	Desk Set No. 6
Heavy Clear Plate Glass Base, double grooved, beveled, and polished. Equipped with Plain Black Rubber Pen, tapered end, gold-filled lever and trim, No. 4 nib. Price, \$12.00.	Heavy Black Glass Base, double grooved, beveled, and polished. Equipped with Yellow Gold-Filled Metal Pen, Grecian Border Design, tapered end, gold-filled lever and trim, No. 4 nib. Price, \$15.00.	Heavy Clear Plate Glass Base, double grooved, beveled, and polished. Equipped with Yellow Gold-Filled Metal Pen, Grecian Border Design, tapered end, gold-filled lever and trim, No. 4 nib. Price, \$12.00.	Heavy Black Glass Base, double grooved, beveled, and polished. Equipped with Plain Black Rubber Pen with tapered end, gold-filled lever and trim, No. 4 nib. Price, \$15.00.

(Note: Because of its novelty appeal the Desk Set line is one of a group of items known as "Specials." These specials are not subject to the usual return-for-exchange privilege extended on other current Wahl merchandise, and are therefore not listed in the general catalog.)

Wahl Combination Sets — the Ideal Christmas Gifts



A CHRISTMAS GREETING CARD WITH EVERY WAHL GIFT ITEM

WAHL Combination Sets, and individual Wahl Pens and Eversharps in gold and silver, approach as nearly to the ideal in Christmas gifts as it is possible to get. Their beauty of design and finish is instantly recognized; they have an atmosphere of luxury that suggests value to the recipient of the gift; and they have a practical value which will make itself felt day after day and year after year. When you recommend Wahl Gift Sets, you have the satisfaction of knowing that you are selling gifts as useful as they are beautiful.

Check your stock now, to be sure it is ample to satisfy the always heavy demand for this gift merchandise. Order what you need before it is too late.

THE GIFT OF WORDS

Now welcome are the words
that carry Friendship!
They have that wondrous
power of setting Time
and Space aside, bringing to life
upon the written page, the smile,
the handclasp, and the voice itself!
(Though you and I may not see each
other often, we still can keep these
couriers of friendship speeding back
and forth between us. You will find
them here ready to your hand in
this little gift that holds so much
the greater Gift. (Given at the
season of Good Tidings and Good
Will, may these serve you faithfully
and be a pleasant reminder of the
giver for many and many a year.

With every Wahl Gift Box now being shipped is enclosed the sentiment shown at the right—*The Gift of Words*—engrossed on parchment note paper. To it the giver adds his own signature, making it a distinctive personal message. An additional supply of these cards for merchandise now in stock will be sent free on request. A beautiful display card showing *The Gift of Words* in enlarged size (10 by 14 inches) will also be sent on request.

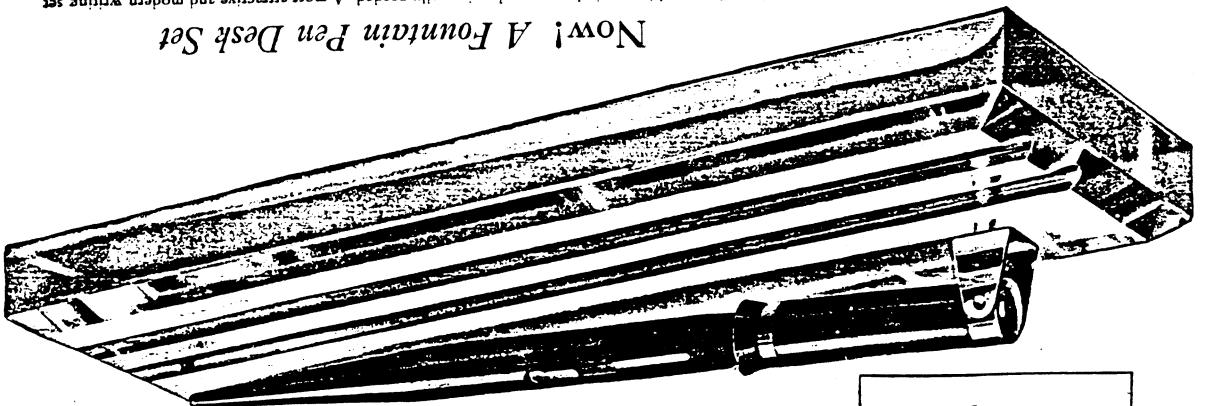
THE complete Wahl line is being heavily advertised during December in national magazines and in newspapers in the principal cities. The two-page spread in colors which appears in the December 5th Saturday Evening Post is reproduced on the next page. Advertising such as this is sure to bring you lots of business if you tie up with it through window display and your own advertising. Display material, newspaper electros, and cuts of individual items furnished free. See reproductions of dealer newspaper advertisements on last page of this folder.



The big Saturday Evening Post spread reproduced on the next page will make a business-getting window poster to round out your Christmas display. Use enclosed stickers.

Here is something entirely new and unique. It is built to desk and to desk cluster and supplies the last word in neatness and durability. A solid construction is built on a base of crystal clear glass.

Now! A Fountain Pen Desk Set



The New EVERSHARP Wahl ^{and} PEN

URELLY, the honest thing about any Christ-
mas gift is the sentiment of Friendship.
Nothing, however costly, takes its place.
But the best gift is better, when it is the gift your
friend would like to receive. To find such gifts,
you have only to visit any counter where the new
Eversharps and Wahl Pens are shown. Either
singlly or in combination, these fine articles of per-
sonal use and adornment meet every gift require-
ment. They are offered in a wide variety of beau-
tiful designs. They are priced to suit your purse.
They are known the world over for their value.
THE WAHL COMPANY, 1800 Roscoe Street, Chicago, Illinois
Made in Canada by THE WAHL CO., Ltd., Toronto

Like to Receive

Gifts that Anyone Would

THE SATURDAY EVENING POST

Loans from the P. Counter

